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Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 04966 051118Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----------051120Z 075944 /15
R 050957Z JUN 77
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 2918

UNCLAS TEHRAN 4966

E.O.11652: N/A
TAGS: BEXP, IR
SUBJ: JANUARY CHEMICAL/PETROCHEMICAL SHOW

REF: USDOC 8549

1. POST PETROLEUM OFFICER IN CONTACT WITH NPC RE EQUIPMENT AND COMPANY INFORMATION REQUESTED PARA 2 REFTEL. WILL PROVIDE DETAILS AS SOON AS AVAILABLE.

2. POST PREFERS, HOWEVER, NOT RPT NOT RAISE QUESTION TECHNICAL PRESENTATIONS WITH NPC AT THIS TIME. WORLDWIDE TC EXPERIENCE WITH SUCH PRESENTATIONS, SUCH AS RECENT TOKYO SEMINAR, INDICATES EXTREMELY UNEVEN QUALITY INDIVIDUAL COMPANY ARRANGED PRESENTATIONS AND OFTEN NO VERIFIABLE LINK BETWEEN SEMINAR AND EXHIBITION SUCCESS. CASE HAS OFTEN BEEN MADE THAT SEMINAR DETRACTS FROM RATHER THAN ENHANCES EXHIBITION ACHIEVEMENTS. TEHRAN'S ENERGY SHOW WAS SIMILAR IN THAT WESTINGHOUSE TECHNICAL SEMINAR APPEARED WELL PREPARED ON SUBSTANCE AND WELL ORGANIZED LOGISTICALLY WHEREAS UNITED TECHNOLOGIES SEMINAR WAS NOT. POST SUGGESTS CONSIDERING SEMINAR PROPOSAL AFTER LEARNING NPC'S SPECIFIC INTERESTS AND AFTER FIRMS PARTICIPATING IN SHOW ARE KNOWN, RATER THAN RICSK PUTTING USG CACHET AT THIS TIME ON POSSIBLY ILL ORGANIZED SEMINAR.

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3. TRADE CENTER BELIEVES NON-NPC INTEREST CAN BE GENERATED AMONG TYPES OF FIRMS CITED IN NON-PETROCHEMICAL FIELDS DISCUSSED IN SECTORAL SURVEY REPORT. PROMOTION OF SHOW TO THESE END-USERS WOULD FOLLOW STANDARD TRADE CENTER FORMAT AND SCHEDULE, INCLUDING BLUE RIBBON CALLS.

4. TRADE CENTER BELIEVES PROMOTION THIS EVENT THROUGHOUT

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MIDDLE EAST WOULD BE USEFUL, BUT SUGGESTS USDOC REFER
QUESTION OF FEASIBILITY TO POSTS CONCERNED.
MIKLOS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 05-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TEHRAN04966
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770200-0433
Format: TEL
From: TEHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770689/aaaadagd.tel
Line Count: 65
Litigation Code IDs:
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Litigation History:
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Message ID: 3893b784-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 25-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2270766
Secure: OPEN
Status: NATIVE
Subject: JANUARY CHEMICAL/PETROCHEMICAL SHOW
TAGS: BEXP, IR
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/3893b784-c288-dd11-92da-001cc4696bcc
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